

OCT4/12 12.22
***** WFLA-TV *****

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PROGRAM : DR OZ
CON COM1: DR OZ
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3

REP HEADLINE# 6363723
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT4/12 12.22
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/15	10/17	2		M,W	2
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/8	10/10	2		M,W	2
6			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
7			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/31	11/1	2		W-TH	2
8			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/29	11/1	4		M-TH	4
9			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/29	10/31	3		M-W	3
OCT/12			\$3,600.00	NOV/12		16200.00						
CONTRACT TOTAL												19800.00
TOTAL SPOTS												23

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%
 SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED
 SVC- NSI
 DEMOS- RA50+*

McLaughlin & Associates - NY
 566 South Route 303
 Blauvelt NY 10913

Republican Party Of Fl/ R/ St Senate
 Submission Number 798 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Republican Party Of Fl/ R/ St Senate	Submission Cost: 19800	Campaign Ref: E:063637230
Buyer: Senate	Client/Product/Estimate: ./551	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 11/04/12	Weeks: 4	Order Ref: 06363723
Est./PO Number: 06363723	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: 3pack-Fark,sant,lobi	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots			4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2		2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2			2	1200
6	M-F 5p News MT....	03	900	30 Comme	Nbr of Spots			2	2	1800
7	M-F 530p News ..WT...	03	900	30 Comme	Nbr of Spots			2	2	1800
8	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots			4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3000
Weekly Totals: Total Spots(Ord Spots)						2	2	2	17	23

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MTW....				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/08	10/15	10/22		10/29			
Spots	23	2	2	2					17
Cost	19800	1200	1200	1200					16200

Grand Totals:

Spots:	23
Gross Total:	19,800.00
Commission:	2,970.00
Net Total:	16,830.00